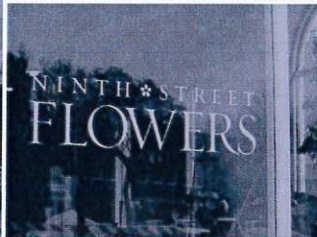




## NINTH STREET STUDY AREA



# REPORT

COMPREHENSIVE  
PARKING  
STUDY

City of Durham, North Carolina





## CITY OF DURHAM COMPREHENSIVE PARKING STUDY

Prepared for: City of Durham, North Carolina

DURHAM



1869  
CITY OF MEDICINE

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## 1 | Executive Summary

The City of Durham has performed a comprehensive examination of the existing parking system to be in a position to provide an improved experience to those that work, visit, and live in Durham. This document outlines the process and results of the City of Durham Comprehensive Parking Study, with emphasis placed on the Ninth Street study area. The study was performed by documenting existing parking conditions and projecting future parking demand based operational changes, recommendations documented in this report, and collaboration with City of Durham staff, Downtown Durham, Inc., Ninth Street business owners and stakeholders, as well as the general public.

A Parking Study Team (PST) was developed to act as a sounding board for recommendations being considered as a result of the study. The PST was also an integral part of the process throughout the study ensuring that appropriate items of interest were incorporated. The PST was composed of City staff from the Department of Transportation, Durham City-County Planning Department, Office of Economic and Workforce Development, as well as representatives from Durham County, Downtown Durham, Inc., and Blackwell Management Company. The PST helped to develop a list of business owners and community stakeholders that should be a part of the parking study process and were included in the outreach efforts with individual interviews. Key survey findings include:

- A majority of employees park, or are encouraged to park, off-street, either in public or private surface lots.
- A majority of customers park in on-street spaces or in the public surface lot along Ninth Street.
- A majority of stakeholders believe that there is a lack of parking supply within the study area to meet their needs. They suggest building parking lot(s) or garage(s) to increase supply or develop partnership with neighbors such as Wells Fargo or Erwin Mills to share supply.
- Several stakeholders believe that insufficient lighting within the study area is an issue.
- A majority of stakeholders would support a paid parking and/or validation program.
- A majority of stakeholders would support a Parking Enterprise Zone, keeping in mind the desire to minimize such a program's impact on customers.
- Rather than purchasing a permit for a space in the off-street lot, some employees of the 705 Broad Street building opt to park on-street and occupy the on-street parking spaces on Iredell Street for an extended period.

Parking demand associated with future operational modifications as well as the impacts from recommendations resulting from this study was estimated for the Ninth Street study area utilizing a parking demand model (Park+). Parking demands are such that existing City-owned parking spaces, both on- and off-street, are near capacity during peak conditions. As a result, it is recommended that the City work with private land owners within and adjacent to the study area, including proposed developments, to share parking supply, thus providing more convenient and available parking for Ninth Street employees and visitors. In addition, providing for a safer path of travel between Ninth Street and Iredell Street by improving the 8 Alley will help to provide more parking supply within a reasonable walking distance to the businesses along Ninth Street.

A review of existing parking operations and management was performed that focused on both on- and off-street spaces. One of the main recommendations as a result is implementation of a paid on-street parking system to encourage turnover and generate revenue toward a Parking Enterprise Fund. Several options were considered for on-street paid parking technology with the goal of a system that provides exceptional customer service, several payment options, and ease of use. Another goal of the PST specific to on-street payment technology



was to provide an option that was technologically advanced, such that it could have a relatively long service life, rather than being outdated in the near future. Several technology options were considered, and in the end, pay-by-cell technology supplemented with pay-by-space pay stations located throughout the study area was selected as the recommended approach for on-street payment technology. The combination of these two technologies was selected to provide an easy to use and convenient program.

Finally, recommendations were developed to address identified parking inadequacies associated with on-street parking, off-street parking, and the parking system within the Ninth Street study area and its relationship with the greater City-wide parking system. The recommendations are categorized as Short Term (< 6 months), Medium Term (6 months – 18 months), and Long Term (18 months +).



### Short Term Recommendations (< 6 months)

#### Stripe On-Street Spaces

Provide delineation for on-street spaces on Ninth Street, Perry Street, Markham Avenue, and Iredell Street to create order on block faces and easier operation and management.

#### Markham Avenue On-Street Parking

Restripe the two-way turn lanes for left turning traffic onto Ninth Street and onto Iredell Street from Markham Avenue, allowing implementation of an additional 8-12 on-street parking spaces along Markham Avenue, as the current alignment is not an efficient use of the roadway width.

#### On-Street Time Limits and Enforcement

On-street spaces in the study area should be converted from a 3 hour to a 2 hour time restriction to help encourage turnover, during the time in which the City plans for and implements paid on-street parking. In addition, on-street parking along Broad Street between West Main Street and West Markham Street should be time restricted to 2 hours.

Also, enforcement within the Ninth Street study area and along Broad Street should be heightened to limit those that abuse on-street parking time restrictions.

#### Employee Parking

Seek a partnership with Duke University that would allow free non time restricted public use of a portion of the off-street lot on Hillsborough Road (adjacent and to the west of the study area). Employees should be encouraged to use these spaces to make available more convenient spaces for visitors.

Coordinate with City Attorney and Department of Transportation to determine viability of an on-street employee parking permit on Iredell Street.

#### Wells Fargo Parking Agreement

Seek an agreement with Wells Fargo that would allow public use of the surface lot located mid-block on Perry Street, between Ninth Street and Iredell Street and/or the surface lot at the corner of Ninth Street and West Main Street during the peak night and weekend conditions. These locations could be utilized for valet services, providing a new service that could be offered to visitors.

#### Restripe Crosswalk

Restripe the distressed crosswalk located mid-block on Ninth Street between West Markham Avenue and Perry Street to maintain the intended high visibility of this area to drivers.

*Medium Term Recommendations (6 months – 18 months)*

**Implement Paid  
On-Street Parking**

Implement a paid on-street parking program that is concurrent with a similar program recommendation in the Downtown study area and to generate revenue to support the system. It is recommended that the rate for on-street parking be \$1.25 per hour to complement the off-street proposed parking rate of \$1.00 per hour. Revenue for paid on-street parking in the study area is estimated to be between \$140,000 and \$200,000 per year over the next 10-year timeframe considered with the exception of the year of installation due to the up-front capital cost of \$200,000. Technology implemented in the Ninth Street Study Area should be identical to that of the Downtown Study Area to reduce confusion and increase familiarity for users.

**1 or 2 Hour Free in City-  
Owned Off-Street Lot**

The City could consider a 1 or 2 hour free program in the off-street lot on Ninth Street in the future; however, based on projections indicated in this report, demand within the study area could be such that this type of program is not required to obtain a successful on-street system.

**Remove "NC 70  
Business" Designation**

Continue efforts with the North Carolina Department of Transportation to remove or relocate the "US 70 Business" designation from Ninth Street. This designation results in increased traffic, including large trucks, creating an occasional thoroughfare environment rather than a destination.

**Parking Lease  
Agreements**

Begin conversations with the property owners of adjacent developments to discuss parking lease agreements. Having agreements in place and the ability to share parking resources will provide for an increase in usable parking supply for Ninth Street visitors.



*Long Term Recommendations (18 months +)*

**Establish Parking Enterprise Zone**

Investigate implementing a Parking Enterprise Zone, thus allocating net parking revenues to public improvements within the Ninth Street area. Improving the 8 Alley and 9 Alley are examples of projects that could be funded through the Parking Enterprise Zone.

**Improve 8 Alley**

Improve the 8 Alley to include a paved surface, pedestrian level lighting, and a focus on overall pedestrian safety to provide a more appealing path of travel from Iredell Street to Ninth Street. This connection makes available more easily accessible parking supply within a reasonable walking distance from the Ninth Street businesses.

**Pave 9 Alley**

The 9 Alley should be paved, signed and striped appropriately for deliveries. Better access to the 9 Alley will free up more of the prime on-street spaces for visitors to the study area, rather than delivery trucks, and given its width, additional parking supply could be obtained through parallel parking along the alley.

**Additional Off-Street Parking Supply**

Investigate converting vacant lot bounded by Hillsborough Road, Gin Street, Carolina Avenue, and Hale Street into employee parking for Ninth Street businesses. It is estimated this lot could provide approximately 60 spaces.